

New Series  
**MOORE FOUNTAIN PEN**  
Newspaper Electros



Link Up Your Store with Our National Magazine Advertising;  
Use Our Dealer Electro Service in Your Local Papers.

**ADVERTISE AND FEATURE MOORE PENS**

and

*Build More Business with the Moore!*

*won't leak*

**For Solid Writing Comfort**

## A Moore Fountain Pen

Writing's a *pleasure* with a Moore — no shaking, balking or scratching.

Smooth, even, instant-writing; won't leak. Good for years of hard use.

Self-filling, non-leakable and other types, \$2.50 up. A style, size and point to suit everyone. At jewelers', stationers', druggists'.

(Dealer's Imprint)

4 x 4 inches

No. 1021

2 columns, 112 lines

*won't leak*

**So Useful Everywhere!**

## Moore's Sautoir Fountain Pen

No danger of soiling gloves, dress or calling case—non-leakable and self-filling.

Writes beautifully smooth and even, no shaking or coaxing, always dependable.

**Writing's a Pleasure with a Moore**

Gold or silver mountings, black or gray silk neck ribbon, \$4.25 up. At jewelers', stationers', druggists'.

(Dealer's Imprint)

2 x 4 in. No. 1042 1 col., 56 lines

ORDER  
BY  
NUMBER

*"Writes Delightfully Smooth and Even so Handy!"*

## Moore's Sautoir Fountain Pen

Won't leak—beautiful and splendidly serviceable in home or office.

Gold or silver mountings, silk neck ribbon, \$4.25 up. At jewelers', stationers', druggists'.

(Dealer's Imprint)

*Moore's won't leak*

4 x 2 inches

No. 1010

2 columns, 56 lines

Electros are mortised for insertion of your name and address

**You Can Bank on a Moore Fountain Pen**

Always reliable, smooth-writing, good for years of hard service. Won't leak or balk.

Many styles, sizes and points, \$2.50 up. At stationers', jewelers', druggists'.

(Dealer's Imprint)

*Moore's won't leak*

**Indoors or Out,**

**a MOORE**

**Writes Best**

Gives years of splendid writing service under all conditions. Built for hard use; smooth, even, instant-writing—won't leak.

Many styles, sizes and points, \$2.50 up.

At stationers', jewelers', druggists'.

(Dealer's Imprint)

*Moore's won't leak*



**Moore's**  
*mont leak*

**A Tried and Trusty Friend to Busy Men**

Whether you write much or little, you'll find the sturdy, always reliable

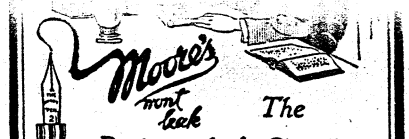
**Moore Fountain Pen**

invaluable to lighten your day's work. Point slides over paper so smoothly you hardly know you're writing; ink-flow is even and never-failing.

Gives years of splendid writing service.

Self-filling and non-leakable, many styles, sizes and points, \$2.50 up. At stationers', jewelers', druggists'.

(Dealer's Imprint)



**Moore's**  
*mont leak*

The  
**Brainworker's Standby—**

**The Moore Fountain Pen**

Distinguished for 20 years by its splendid writing qualities, freedom from leaking, and long-lived dependability.

**There's Lasting Satisfaction in a Moore**

Self-filling and non-leakable, a style, size and point to suit you. \$2.50 up at stationers', jewelers', druggists'.

(Dealer's Imprint)


4 x 4 inches

No. 1018

2 columns, 112 lines

2 x 4 in. No. 1039 1 col., 56 lines

Newspaper rates are figured by the inch or line - 14 lines equal 1 inch



**Moore's**  
*mont leak*

**No Danger of Ink Stains—So Handy!**

The smooth-writing, always dependable

**Moore's Sautoir Fountain Pen** is invaluable for note-taking or correspondence. Non-leakable and self-filling, handsome gold and silver mountings, silk neck ribbon, \$4.25 up. At jewelers', stationers', druggists'.


(Dealer's Imprint)

4 x 2 inches

No. 1016

2 columns, 56 lines

These electros are supplied you Free of charge.



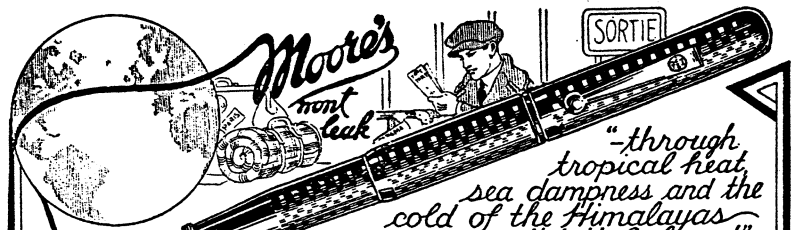
**Moore's**  
*mont leak*

Writing's a Pleasure with Moore's Sautoir Fountain Pen

Writes so smoothly and evenly—needs no coaxing or shaking. Clean to carry and use, easy to fill.

**The Perfect Ladies' Pen for Home or Office**

Handsome gold or silver mountings, silk neck ribbon, \$4.25 up. Self-filling and non-leakable. At jewelers', stationers', druggists'.



**Moore's**  
*mont leak*

"through tropical heat, sea dampness and the cold of the Himalayas never once did it fail me!"

SO writes an enthusiastic owner of a

**Moore Fountain Pen**

Around the world went this Moore, meeting the severest possible tests under all conditions—demonstrating its supreme excellence.

Eight years of hard use, and the Moore is still giving splendid service!

**There's Lifetime Satisfaction in a Moore Fountain Pen**

Self-filling and non-leakable, a style, size and point to suit everyone, \$2.50 up. At stationers', jewelers', druggists' and college bookstores everywhere.



So Handy in Boudoir or Office!

## Moore's Sautoir Fountain Pen

Such a pleasure to use! Writes so smoothly and evenly, needs no coaxing or shaking. Self-filling and non-leakable, clean to carry, handle and fill.

### The Most Beautiful, Serviceable Fountain Pen

Handsome gold-filled or sterling silver mountings, black silk neck ribbon. \$3.50, with ribbon, \$4.25; in case, \$4.75. At jewelers', stationers' and druggists'.

(Dealer's Imprint)



4 x 4 inches

No. 1029

2 columns, 112 lines

2 x 4 in. No. 1041 1 col., 56 lines



Every Man's Good Old "Pal"—

## The Moore Fountain Pen

Nothing so handy! Writes smoothly, evenly, instantly, *all the time.*

### You Can Always Rely on the Moore

Self-filling and non-leakable, many styles, sizes and points, \$2.50 up. At stationers', druggists', jewelers'.

(Dealer's Imprint)

Instant attention given your order. Place it now

"I tell you, it's a dandy pen!"

### The Moore Fountain Pen

Even, regular ink flow; durable, smooth-writing point. Clean to carry, handle and fill. Stands up under hardest use—always reliable. Many styles, sizes and points, \$2.50 up. At jewelers', stationers', druggists'.

(Dealer's Imprint)

4 x 2 inches

No. 1009

2 columns, 56 lines

ORDER BY NUMBER

### In Study and Lecture Room Your Best Friend—a Moore Fountain Pen

Makes note-taking a pleasure; writes instantly, smoothly, evenly. Good for years of hard work—clean to carry, handle and fill.

Self-filling, non-leakable and other types, \$2.50 up. At college bookstores, stationers', jewelers', druggists'.



In Business Office or Hotel Writing Room

You'll find discriminating people who demand the *best* using

## The Moore Fountain Pen

Because it's not only handsome and splendidly made but in the highest degree smooth-writing, durable, *reliable.*

Famous as the *pioneer non-leakable*, clean to handle, carry and fill. Good for years of hard service.

Self-filling and many other styles, sizes and points, \$2.50 up. At jewelers', stationers' and druggists'.

Non-Leakable *Moore's* *mont leak* Self-Filling

**A Hard, Willing Worker That Never Quits—**

Even, never-failing ink-flow; sturdy, smooth-writing point. Good for years of hard use.

**The Moore Fountain Pen**

There's a Moore just suited to you! \$2.50 up at stationers', jewelers', druggists'.

(Dealer's Imprint)

It's Dollars in Your Pocket to Advertise and Push the Moore!

4 x 2 inches

No. 1015

2 columns, 56 lines

*Moore's*  
*mont leak*

No. 1030

Supplied in any desired size

**For Real Writing Joy Use a Moore!**

The master fountain pen with a beautifully even ink-flow, and a smooth, sturdy, perfect-writing point—won't leak or balk.

Stands up under years of hard use, handsome and always dependable. A style, size and point to suit everyone. At stationers', jewelers', druggists'.

*Moore's* *mont leak*

\$2.50 up.

(Dealer's Imprint)

4 x 2 inches

No. 1012

2 columns, 56 lines

**Kill That Quiz!**

**A Moore Fountain Pen**

*Will Help You Do It*

Never balks or "flivvers," writes at first stroke; smooth, even ink-flow. A "bear" for hard work—good for a lifetime.

\$2.50 up

Many styles, sizes and points.

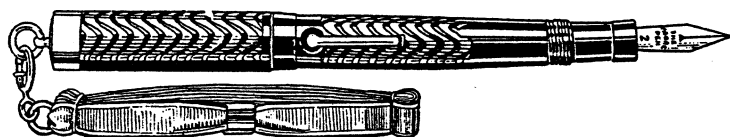
(Dealer's Imprint)

*Moore's* *mont leak*

4 x 2 inches

No. 1011

2 columns, 56 lines



No. 1006

Can be supplied any desired size



No. 1008



No. 1007

Supplied in any desired size

These electrotypes are designed to run in connection with our national magazine advertising campaign and form a most effective tie-up to it.

Cash in on our national publicity by advertising the Moore locally; it will mean a large increase in your sales and repay you many times over.

If we can help you in your advertising or pen problems, please call on us

# Why Sell the Moore Fountain Pen?

Because the Moore was the pioneer non-leakable fountain pen, is sealed ink-tight when closed and will not leak.

Because its perfected feed insures an even, regular ink-flow, and its finely-wrought gold point writes with maximum smoothness and ease.

Because it does not scratch, skip or splutter and gives years of splendid writing service.

Because it is a handsome, reliable, satisfactory fountain pen.

Because

*Selling the Moore means pleased customers  
and more business for you.*

Two New Moore Pens That Mean Bigger Satisfaction

# Moore's Monarch - Moore's Major

Illustrations Actual Size

## Monarch

*The Pen That Outwrites the Years*

The Monarch is the very last word in that splendid durability, beauty and efficiency for which the Moore Pens are famous. It is the largest and sturdiest of the Moores, with extra ink capacity and special powerful point for hard, constant service. Writes well on either smooth or rough paper, will make carbon copies like a pencil yet answers the slightest touch.

Designed and built for years of hard use, for men who write constantly and want a "he-pen" that makes easy work of the writing grind. Perfectly balanced; comfortable "feel". Lever self-filling.

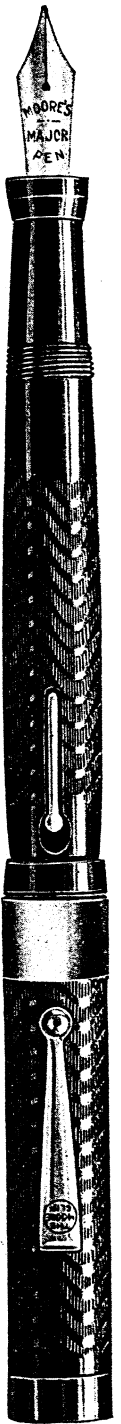
*Distinguished by its jade green trim*

## Major

The Major has the same qualities of durability and writing efficiency as the Monarch, but is designed for the man who prefers a slightly smaller, lighter pen.

Sturdy and handsome, lever self-filling.

*Marked by its crimson trim*



Jade Green Trim

Monarch  
\$7.50

With Gold-Filled Clip  
Special Point

Jade Green Trim

Monarch  
\$8.50

With Gold-Filled Clip  
and Chased or Plain  
Gold-Filled Band  
Special Point

Crimson Trim

Major  
\$6.00

With Gold-Filled Clip  
Special Point

Crimson Trim

Major  
\$7.00

With Gold-Filled Clip  
and Chased or Plain  
Gold-Filled Band  
Special Point

*Moore's  
won't  
leak*

*Cash In On These Immensely Popular Pens*

THE MOORE PEN COMPANY

110-114 FEDERAL STREET

BOSTON, U. S. A.

*Moore's Pens  
and Pencils*

*Moore's Pens  
and Pencils*

(Over)

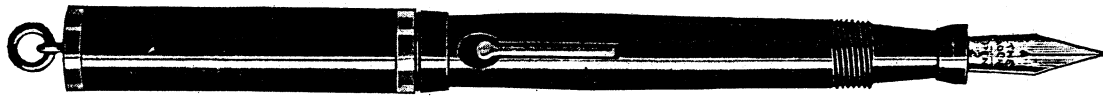
# The Moore "Colonial" and "Acme" Pens

## Moore's "Colonials"

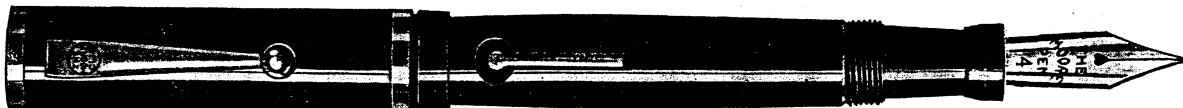
The chaste, rich simplicity of these beautiful new Moore pens is most striking. The smooth, polished barrels have a lustre like ebony, and the narrow gold bands give a finishing touch of smartness and distinction.

Moore's "Colonials" are *de luxe* writing instruments that pen connoisseurs will greatly admire. They are lever self-filling.

*Actual Size*



Colonial No. L772R - \$4.00. 2 Gold-Filled Bands and Ring. No. 2 Gold Pen.



Colonial No. L784C - \$6.00. 2 Gold-Filled Bands and Clip. No. 4 Gold Pen.



Colonial No. L784R - \$5.50. 2 Gold-Filled Bands and Ring. No. 4 Gold Pen.



Colonial No. L894C - \$6.00. 2 Gold-Filled Bands and Clip. No. 4 Gold Pen.

## Moore's "Acmes"

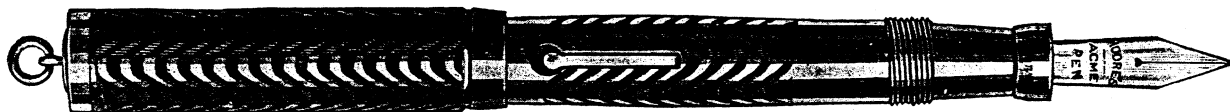
Moore's "Acme" is a handsome self-filling pen with chased barrel, special point and smart crimson tips on barrel and cap. The points are particularly strong and durable, designed to give extra years of hard service.

In beauty and writing qualities the "Acme" is fully up to its name.

*Actual Size*



Acme No. L844C - \$5.00. Gold-Filled Clip. Crimson Trim.



Acme No. L844R - \$5.00. Gold-Filled Ring. Crimson Trim.



Acme No. L944C - \$5.00. Gold-Filled Clip. Crimson Trim.

*Swell Your Profits by Featuring These Big-Selling Moore Specialties*

*Moore's Pens  
and Pencils*

110-114 FEDERAL STREET

THE MOORE PEN COMPANY

BOSTON, U. S. A.

*Moore's Pens  
and Pencils*

(Over)



PENCILS  
*Moore's*  
SUPER-BILT  
PENS

PENCILS  
*Moore's*  
SUPER-BILT  
PENS

# \$31.20 Net Profit on One Dozen Fountain Pens

*That's What You Make on*

## Moore's Special "Tuscan" Pen Assortment

**H**ERE'S a brand new line of pens that for writing qualities and powerful sales-appeal beats anything you've ever seen! Moore's "Tuscan" Pens with their striking new color stand out in your show-case like a lighthouse in the dark. They're *bound* to catch the eye — make the passer-by long to own one.

*Selling the "Tuscan" Line is Child's Play*

**W**ITH its "non-static" point that writes glassy-smooth it's a *revelation* in writing luxury. Get one in a customer's hand and he's *sold!* And he'll be so proud of his handsome pen that he'll sell his friends for you.

The remarkable "Tuscan" point is the supreme achievement of a quarter-century of fine pen-making.

*See the New "Tuscan" Models on the Next Page*

**R**ICH maroon and black, with smart gold mountings, they're *stunning* creations worthy of a great craftsman.

### Your Profit on 12 "Tuscans" - \$31.20

Read details and description inside, then fill out and mail the enclosed post card.

*It Means Bigger Sales for YOU*

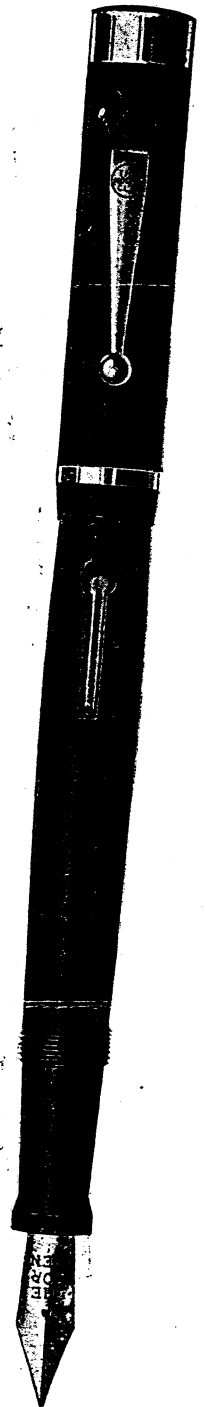
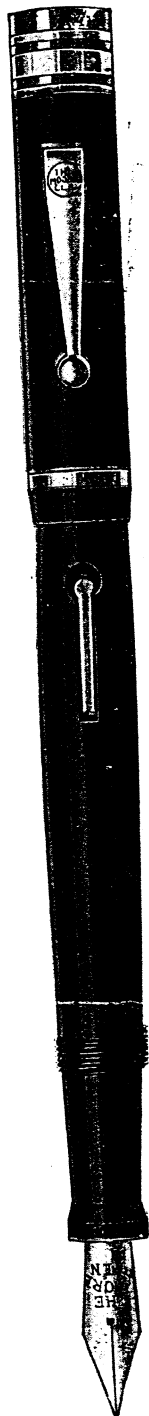
## THE MOORE PEN COMPANY

110-114 FEDERAL STREET

BOSTON, U. S. A.

PENCILS  
*Moore's*  
SUPER-BILT  
PENS

PENCILS  
*Moore's*  
SUPER-BILT  
PENS

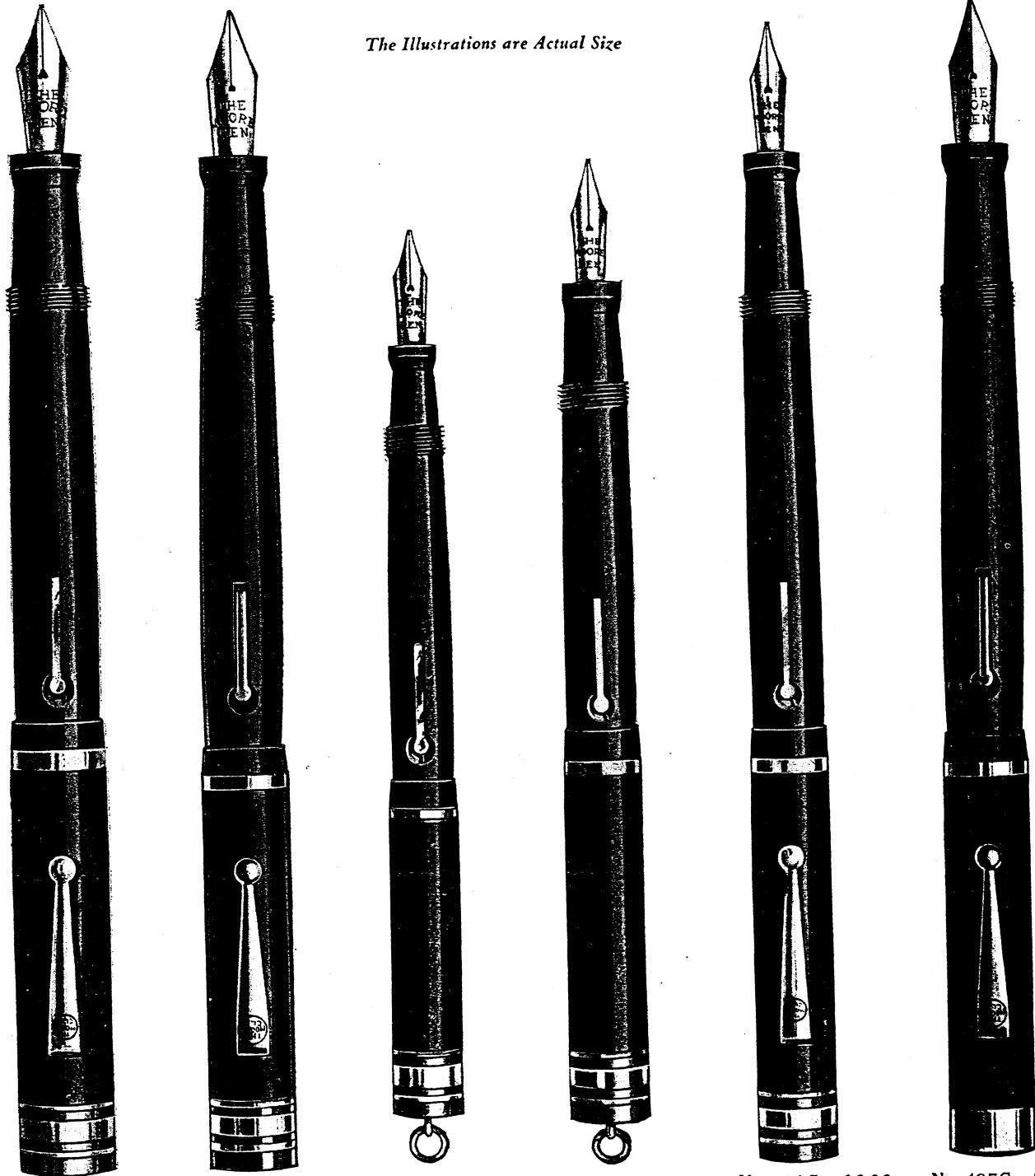


# Here's Moore's New "Tuscan" Line

INCLUDES models for men with pocket clips and for women with ribbon-rings. All are self-filling, with smooth, polished barrels. Rich maroon and black, with gold bands. Clips, rings, crowns and levers are also gold.

*You'll Agree, We Feel Sure, That This is the Handsomest Line of Pens You've Ever Seen*

*The Illustrations are Actual Size*



No. 691C - \$8.00

Over-Size Barrel  
Great Ink Capacity  
Big Gold Pen

No. 491C - \$7.00

For Those Preferring  
a Slightly Smaller Pen  
Than No. 691C

No. 271R - \$5.00

Ladies' Size with  
Ribbon-Ring

No. 281R - \$5.50

Larger Than 271R.  
for Lady or  
Gentleman

No. 391C - \$6.00

Smaller Barrel Than  
No. 491C and Smaller  
Gold Pen

No. 497C - \$7.00

With Gold Crown  
instead of Gold Bands  
No. 697C - Same Size  
as No. 691C - \$8.00

*Each of These Pens is Supplied with Either Fine, Medium, Stub or Manifold Point  
Without Extra Charge*



## Two Big Money-Making Propositions We Offer You

### 1-Dozen Special Assortment of "Tuscan" Pens

1	No.	271R	Fine Point	\$5.00
1	"	271R	Medium "	5.00
1	"	281R	Medium "	5.50
1	"	281R	Manifold "	5.50
1	"	391C	Medium "	6.00
1	"	391C	Manifold "	6.00
1	"	491C	Medium "	7.00
1	"	491C	Manifold "	7.00
1	"	497C	Medium "	7.00
1	"	691C	Medium "	8.00
1	"	691C	Manifold "	8.00
1	"	697C	Medium "	8.00

Total List Price \$78.00

**Cost To You - \$46.80**

**Your Profit - \$31.20**

### 2-Dozen Special Assortment of "Tuscan" Pens

3	No.	271R	Fine Point	\$15.00
3	"	271R	Medium "	15.00
3	"	281R	Medium "	16.50
3	"	281R	Manifold "	16.50
2	"	391C	Medium "	12.00
2	"	391C	Manifold "	12.00
2	"	491C	Medium "	14.00
1	"	491C	Manifold "	7.00
1	"	497C	Medium "	7.00
2	"	691C	Medium "	16.00
1	"	691C	Manifold "	8.00
1	"	697C	Medium "	8.00

Total List Price \$147.00

**Cost To You - \$88.20**

**Your Profit - \$58.80**

Check the Assortment You Prefer on the Enclosed Postal, Sign and Mail It

**Cash In On This Sales Building Opportunity**





# You Can Sell *Anyone* With Our Special Sampler Assortment

## *A Business-Building Selection of Best-Sellers*

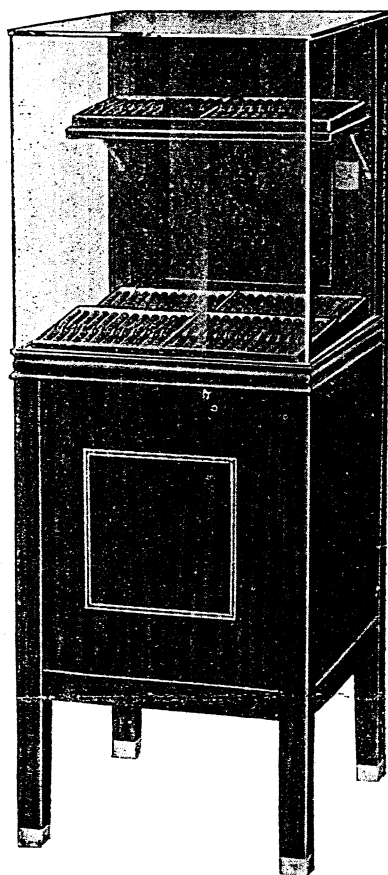
**N**O matter what the customer's pen tastes, you can make a sale with Moore's Special Sampler Assortment. It's made up of the most popular Moore Pens - *all proven big sellers* - in a variety of styles, sizes, points and prices that will satisfy anyone.

Ebony-finish "Colonials", blue-tipped "Acmes", maroon "Tuscans", "Monarchs", "Majors" and the regular chased Moore models - all are represented in this remarkable six-dozen assortment.

To display it most effectively we will supply you on special terms with the handsome six-dozen show-case shown here.

We *know* you can sell this Sampler Assortment, and to prove our belief we offer to exchange without charge any of these pens remaining unsold within six months.

*With Moore's Sampler Assortment  
You Need Never Lose a Pen Sale*



No. 172. 6-Dozen Floor Case

12 Pens @	\$2.50	\$30.00
12 " "	3.00	36.00
5 " "	4.00	20.00
3 " "	4.50	13.50
19 " "	5.00	95.00
2 " "	5.50	11.00
10 " "	6.00	60.00
4 " "	7.00	28.00
3 " "	7.50	22.50
2 " "	8.00	16.00

List Price of This Six-Dozen Assortment — \$332.00

*Cost to You - \$199.20*

*Your Profit - \$132.80*

Make It! Fill Out and Mail the Accompanying Post Card

*Cordially Yours for Bigger Business,*



**THE MOORE PEN COMPANY**

110-114 FEDERAL STREET

BOSTON, U. S. A.

